TAGGED READ ALL

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
1	X			US 5541835 A	19960730	5	Monitoring and forecasting customer traffic	705/10
2		X		US 5710884 A	19980120	24	System for automatically updating personal profile server with updates to additional user information gathered from monitoring user's electronic consuming habits generated on computer during use	709/217
3		X		US 5724521 A	19980303	19	Method and apparatus for providing electronic advertisements to end users in a consumer best-fit pricing manner	705/26
4		X		US 5740549 A	19980414	24	Information and advertising distribution system and method	705/14
5		X		US 5848396 A	19981208	31	Method and apparatus for determining behavioral profile of a computer user	705/10
6		X		US 5933811 A	19990803	26	System and method for delivering customized advertisements within interactive communication systems	705/14
7		X		US 5937392 A	19990810	11	Banner advertising display system and method with frequency of advertisement control	705/14

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
1			Dextraze; Marcel et al.	X						US 5541835	
2	705/26; 715/866		Dedrick; Rick	X						US 5710884	
3	705/10; 725/1; 725/114; 725/131; 725/14; 725/32		Dedrick; Rick	X						US 5724521	
4			Reilly; James P. et al.	X						US 5740549	
5	705/1; 725/14; 725/46		Gerace; Thomas A.	X						US 5848396	
6	705/27		Angles; Paul D. et al.	X						US 5933811	
7	705/26		Alberts; Charles D.	X						US 5937392	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
8	X			US 5948061 A	19990907	12	Method of delivery, targeting, and measuring advertising over networks	709/219
9			X	US 5956693 A	19990921	24	Computer system for merchant communication to customers	705/14
10		X		US 6006197 A	19991221	9	System and method for assessing effectiveness of internet marketing campaign	705/10
11		X		US 6026369 A	20000215	7	Method for distributing advertising in a distributed web modification system	705/14
12		X		US 6119098 A	20000912	20	System and method for targeting and distributing advertisements over a distributed network	705/14
13		X	X	US 6134532 A	20001017	41	System and method for optimal adaptive matching of users to most relevant entity and information in real-time	705/14
14		X		US 6216129 B1	20010410	29	Advertisement selection system supporting discretionary target market characteristics	707/10
15		X		US 6236975 B1	20010522	30	System and method for profiling customers for targeted marketing	705/7

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
8	705/14; 715/501.1; 715/513		Merriman; Dwight Allen et al.	X						US 5948061	
9	705/10		Geerlings; Huib	X						US 5956693	
10	705/26; 705/7; 709/202; 709/205; 709/217; 709/229		d'Eon; Christopher E. et al.	X						US 6006197	
11	705/1; 705/27		Capek; Peter George	X						US 6026369	
12	705/10; 705/26		Guyot; Patrice D. et al.	X						US 6119098	
13	705/1; 705/26		Lazarus; Michael A. et al.	X						US 6134532	
14	705/10; 705/36; 707/4		Eldering; Charles A.	X						US 6216129	
15	705/10; 705/14; 705/26; 705/27		Boe; Barbara J. et al.	X						US 6236975	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
16		X	X	US 6240411 B1	20010529	22	Integrating campaign management and data mining	707/5
17		X		US 6285987 B1	20010904	26	Internet advertising system	705/27
18		X		US 6434745 B1	20020813	25	Customized web browsing and marketing software with local events statistics database	717/177
19		X		US 6591248 B1	20030708	18	Banner advertisement selecting method	705/14
20		X		US 6654725 B1	20031125	16	System and method for providing customized advertising on the World Wide Web	705/14
21		X	X	US 6836773 B2	20041228	36	Enterprise web mining system and method	707/6
22		X	X	US 20010014868 A1	20010816	42	SYSTEM FOR THE AUTOMATIC DETERMINATION OF CUSTOMIZED PRICES AND PROMOTIONS	705/14
23		X	X	US 20010056405 A1	20011227	51	Behavior tracking and user profiling system	705/52
24		X	X	US 20020062245 A1	20020523	23	System and method for generating real-time promotions on an electronic commerce world wide website to increase the likelihood of purchase	705/14

Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PT
707/6		Thearling; Kurt	X						US 6240411	
705/14; 705/26; 705/37; 705/400		Roth; David William et al.	X						US 6285987	
707/10; 715/738; 717/174		Conley, Jr.; Ralph F. et al.	X						US 6434745	
		Nakamura; Atsuyoshi et al.	X				.		US 6591248	
		Langheinrich; Marc et al.	X						US 6654725	
705/10		Tamayo; Pablo et al.	X						US 6836773	
705/10; 705/26		HERZ, FREDERICK et al.	X						US 2001014868	
		Muyres, Matthew R. et al.	X						US 2001056405	
705/10		Niu, David et al.	X						US 2002062245	

	U	1	2	Document ID	Issue Date	Pages	Title	Current OR
25	X			US 2002099600 A1	20020725	15	METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING	705/14
26	X	X		US 20030018501 A1	20030123	12	Adaptive testing for conversion-related estimates relevant to a network accessible site	705/7
27	X	X		US 20030093792 A1	20030515	208	Method and apparatus for delivery of television programs and targeted de-coupled advertising	725/46
28	X			US 20030171977 A1	20030911	34	Clickstream analysis methods and systems	705/10
29	X			US 20030220866 A1	20031127	21	System and method for pay for performand advertising in general media	705/37

	Current XRef	Retrieval Classif	Inventor	S	C	P	3	4	5	Image Doc. Displayed	PI
25			MERRIMAN, DWIGHT A. et al.	X						US 20020099600	
26			Shan, Jerry Z.	X						US 20030018501	
27	725/38; 725/61		Labeeb, Ismail K. et al.	X						US 20030093792	
28	709/224		Singh, Man Jit et al.	X						US 20030171977	
29	705/14		Pisaris-Henderson, Craig Allen et al.	X						US 20030220866	

Type	Ref #	Hits	Search Text	DBs
BRS	S1	1611	705/10.ccls.	US-PGPUB; USPAT

	Time Stamp
1	2005/05/05 15:12

Scan

2

Type	Ref #	Hits	Search Text	DBs
BRS	S4	69	(US-20010027408-$ or US-20010056405-$ or US-20020143933-$ or US-20020178257-$ or US-20030004781-$ or US-20030130979-$ or US-20030135582-$ or US-20030171977-$).did. or (US-4839853-$ or US-5278980-$ or US-5418717-$ or US-5544049-$ or US-5576954-$ or US-5619709-$ or US-5642502-$ or US-5659732-$ or US-5712979-$ or US-5717860-$ or US-5727129-$ or US-5754939-$ or US-5784608-$ or US-5794235-$ or US-5796952-$ or US-5802292-$ or US-5835905-$ or US-5848396-$ or US-5870559-$ or US-5893091-$ or US-5918014-$ or US-5933822-$ or US-5948061-$ or US-5963940-$ or US-5978799-$ or US-5983216-$).did. or (US-5987446-$ or US-5991735-$ or US-6009410-$ or US-6014638-$ or US-6018619-$ or US-6026388-$ or US-6029165-$ or US-6035334-$ or US-6038561-$ or US-6044376-$ or US-6052730-$ or US-6055569-$ or US-6067565-$ or US-6076051-$ or US-6078928-$ or US-6081774-$ or US-6085190-$ or US-6098065-$ or US-6115680-$ or US-6134532-$ or US-6163782-$ or US-6167398-$ or US-6278966-$ or US-6330592-$ or US-6338066-$ or US-6347317-$).did. or (US-6359633-$ or US-6581037-$ or US-6622168-$ or US-6678681-$ or US-6697824-$ or US-6725259-$ or US-	US-PGPUB; USPAT

5/6/2005, EAST Version: 2.0.1.4

6757691-$ or US-6801945-$).did.

Time Stamp		
	2	2005/05/04 12:32

Type	Ref #	Hits	Search Text	DBs
BRS	S5	15	(US-20010027408-$ or US-20010037321-$ or US-20030208468-$ or US-20040102980-$ or US-20050021485-$).did. or (US-5201010-$ or US-5299115-$ or US-5459656-$ or US-5642485-$ or US-5704017-$ or US-6119103-$ or US-6321206-$ or US-6430539-$ or US-6640215-$ or US-6839682-$).did.	US-PGPUB; USPAT
BRS	S6	20	(S1 S2 S3 S4 S5) and (conversion near rate)	US-PGPUB; USPAT
BRS	S7	53	(S1 S2 S3 S4 S5) and (bayes bayesian)	US-PGPUB; USPAT
BRS	S8	1	S6 and S7	US-PGPUB; USPAT
BRS	S10	63	(S1 S2 S3 S4 S5) and (sample near size)	US-PGPUB; USPAT
BRS	S11	3	(inverse negative) near (binomial) near (estimation estimate metric approach analysis)	US-PGPUB; USPAT
BRS	S9	11	(S1 S2 S3 S4 S5) and (point near estimates)	US-PGPUB; USPAT

Scan

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3	2005/05/04 12:32
4	2005/05/04 12:32
5	2005/05/04 12:34
6	2005/05/04 12:33
7	2005/05/04 12:34
8	2005/05/04 12:35
9	2005/05/04 12:35

Scan

10

Type	Ref #	Hits	Search Text	DBs
BRS	S2	55	(US-2001/0011264-$ or US-2002/0046085-$ or US-2002/0072952-$ or US-2002/0128959-$ or US-2004/0019518-$).did. or (US-4361851-$ or US-4546382-$ or US-4566030-$ or US-4624578-$ or US-4700296-$ or US-5388211-$ or US-5497479-$ or US-5613089-$ or US-5649187-$ or US-5710884-$ or US-5732212-$ or US-5734890-$ or US-5740549-$ or US-5796952-$ or US-5848396-$ or US-5855008-$ or US-5892900-$ or US-5918004-$ or US-5930357-$ or US-5948061-$ or US-5949415-$ or US-5974398-$ or US-5991735-$ or US-6012051-$ or US-6018619-$ or US-6023507-$).did. or (US-6065055-$ or US-6119098-$ or US-6127737-$ or US-6134531-$ or US-6163817-$ or US-6236975-$ or US-6253202-$ or US-6263457-$ or US-6285985-$ or US-6317783-$ or US-6334118-$ or US-6351745-$ or US-6366298-$ or US-6381632-$ or US-6389538-$ or US-6434745-$ or US-6446119-$ or US-6460079-$ or US-6519571-$ or US-6529878-$ or US-6701362-$ or US-6721795-$ or US-6832250-$ or US-6847992-$).did.	US-PGPUB; USPAT

Time Stamp
10 2005/05/04 12:37

Type	Ref #	Hits	Search Text	DBs
BRS	S3	39	(US-20010056405-$ or US-20020062245-$ or US-20020161651-$ or US-20020178085-$ or US-20030018584-$ or US-20030039379-$ or US-20030088832-$ or US-20030171977-$ or US-20030187677-$ or US-20040199428-$).did. or (US-4973952-$ or US-5227874-$ or US-5264822-$ or US-5287266-$ or US-5305197-$ or US-5331544-$ or US-5541835-$ or US-5630068-$ or US-5646616-$ or US-5712830-$ or US-5729697-$ or US-5821513-$ or US-5918211-$ or US-5963948-$ or US-5966696-$ or US-6011487-$ or US-6032127-$ or US-6112988-$ or US-6129276-$ or US-6173891-$ or US-6317718-$ or US-6381583-$ or US-6405159-$ or US-6484939-$ or US-6536658-$ or US-6659344-$).did. or (US-6820062-$ or US-6826554-$ or US-6836773-$).did.	US-PGPUB; USPAT
BRS	S12	9277	accrue	US-PGPUB; USPAT
BRS	S13	0	"accrue.com"	US-PGPUB; USPAT
BRS	S14	0	accrue.as.	US-PGPUB; USPAT
BRS	S16	101	broadvision	US-PGPUB; USPAT

	Time Stamp
11	2005/05/04 12:42
12	2005/05/04 13:35
13	2005/05/04 13:35
14	2005/05/04 13:35
15	2005/05/04 13:36

	Type	Ref #	Hits	Search Text	DBs
16	BRS	S18	488	(promotion campaign advertisement) near management	US-PGPUB; USPAT
17	BRS	S19	412	S18 and internet	US-PGPUB; USPAT
18	BRS	S20	255	S19 and "705"/.ccls.	US-PGPUB; USPAT
19	BRS	S21	8	S20 and (conversion adj rate)	US-PGPUB; USPAT
20	BRS	S15	1	netconversions	US-PGPUB; USPAT
21	BRS	S17	48	S16 and "705"/.ccls.	US-PGPUB; USPAT
22	BRS	S22	0	("2003/0018501").URPN.	USPAT
23	BRS	S23	0	"netgen.com"	USPAT
24	BRS	S24	0	campaign adj conversions	USPAT
25	BRS	S25	109	user adj conversions	USPAT
26	BRS	S26	27	S25 and internet	USPAT
27	BRS	S27	1	((campaign promotion) and (manage management)).ti.	USPAT
28	BRS	S28	96	ad adj management	US-PGPUB; USPAT
29	BRS	S29	670	ad adj server	US-PGPUB; USPAT
30	BRS	S30	659	S29 and internet	US-PGPUB; USPAT

	Time Stamp
16	2005/05/04 13:36
17	2005/05/04 13:36
18	2005/05/04 13:37
19	2005/05/04 13:37
20	2005/05/04 13:39
21	2005/05/04 13:39
22	2005/05/04 13:42
23	2005/05/04 13:42
24	2005/05/04 13:42
25	2005/05/04 13:43
26	2005/05/04 13:44
27	2005/05/04 13:44
28	2005/05/04 17:16
29	2005/05/04 17:16
30	2005/05/04 17:16

	Type	Ref #	Hits	Search Text	DBs
31	BRS	S31	206	S30 and "705"/.ccls.	US-PGPUB; USPAT
32	BRS	S32	139	S31 and target	US-PGPUB; USPAT
33	BRS	S33	168	doubleclick	US-PGPUB; USPAT
34	BRS	S34	12	S32 and S33	US-PGPUB; USPAT
35	BRS	S35	0	admonitor	US-PGPUB; USPAT
36	BRS	S36	45	adserver	US-PGPUB; USPAT
37	BRS	S37	25	netgravity	US-PGPUB; USPAT
38	BRS	S38	6	S28 and (inventory near management)	US-PGPUB; USPAT
39	BRS	S39	4	S28 and (campaign near management)	US-PGPUB; USPAT
40	BRS	S40	1	accipter	US-PGPUB; USPAT
41	BRS	S41	3	("20030128818" "6198906" "20030018677")	US-PGPUB; USPAT
42	BRS	S42	3	("2003018677" "20030126250" "20030128818").pn.	US-PGPUB; USPAT
43	BRS	S43	44	ad near rotation	US-PGPUB; USPAT
44	BRS	S44	5	("6084581" "6198906" "6204840" "6437802" "6441832").pn.	US-PGPUB; USPAT
45	BRS	S45	3	("5,231,499" "5,030,146" "6124380").pn.	US-PGPUB; USPAT

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31	2005/05/04 17:17
32	2005/05/04 17:18
33	2005/05/04 17:20
34	2005/05/04 17:27
35	2005/05/04 17:29
36	2005/05/04 17:31
37	2005/05/04 17:35
38	2005/05/04 17:36
39	2005/05/04 17:51
40	2005/05/04 17:52
41	2005/05/05 08:25
42	2005/05/05 08:30
43	2005/05/05 08:34
44	2005/05/05 08:35
45	2005/05/05 08:36

Type	Ref #	Hits	Search Text	DBs
46				
BRS	S46	4	("6452612" "6134380" "5930446" "5231499").pn.	US-PGPUB; USPAT

	Time Stamp
46	2005/05/05 08:36

Type	Ref #	Hits	Search Text	DBs
BRS	S47	983	("3803578" | "3848193" | "3987398" | "4170782" | "4186413" | "4224644" | "4287592" | "4288809" | "4305101" | "4307446" | "4338644" | "4347498" | "4381522" | "4405946" | "4429385" | "4476488" | "4488179" | "4536791" | "4575579" | "4641205" | "4659314" | "4677466" | "4691351" | "4691354" | "4700295" | "4701794" | "4703423" | "4706121" | "4718106" | "4723212" | "4751578" | "4751669" | "4768110" | "4775935" | "4789928" | "4815030" | "4821102" | "4823122" | "4829569" | "4833308" | "4866700" | "4868866" | "4870579" | "4870597" | "4873662" | "4890321" | "4908707" | "4908713" | "4930011" | "4965743" | "4970681" | "4974149" | "4975904" | "4975905" | "4977455" | "4987486" | "4991011" | "4994908" | "4996642" | "5001554" | "5008853" | "5041972" | "5053889" | "5058108" | "5075771" | "5077607" | "5099319" | "5099422" | "5105184" | "5128752" | "5133075" | "5148481" | "5151789" | "5155591" | "5163000" | "5182640" | "5187787" | "5200823" | "5220420" | "5220657" | "5227874" | "5230048" | "5231493" | "5250941" | "5260778" | "5261042" | "5283639" | "5283731" | "5285272" | "5285278" | "5301028" | "5305195" | "5319707" | "5331544" | "5337155" | "5339239" | "5343300" | "5345594" | "5347632" | "5353218" | "5355480" | "5357276" |	US-PGPUB; USPAT; USOCR

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"5428785" | "5440262" | "5446891" |
"5446919" | "5448625" | "5459306" |
"5471629" | "5483588" | "5498003" |
"5504675" | "5506902" | "5511160" |
"5513126" | "5515098" | "5515270" |
"5528490" | "5535321" | "5537586" |
"5557721" | "5577266") . PN. OR
("5579537" | "5583563" | "5583763" |
"5584025" | "5590038" | "5600366" |
"5600781" | "5604542" | "5614927" |
"5615341" | "5617565" | "5619709" |
"5621812" | "5627973" | "5629980" |
"5636346" | "5638446" | "5684963" |
"5687322" | "5692107" | "5692132" |
"5710884" | "5710887" | "5712979" |
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"5737413" | "5737619" | "5740549" |
"5742768" | "5745882" | "5751956" |
"5754939" | "5757917" | "5761601" |
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"5796952" | "5799284" | "5809145" |
"5809242" | "5812769" | "5838910" |
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"5855008" | "5864620" | "5864823" |
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"5933811" | "5937392" | "5948061" |
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"5974451" | "5974572" | "5978799" |
"5983220" | "5991735" | "6009409" |
"6009410" | "6012051" | "6026368" |
"6026369" | "6038591" | "6052693" |

"6115471" | "6119186" | "6121969" |
"6128624" | "6144962" | "6151584" |
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"6470383").PN. OR ("2001/0014868" |
"2001/0056405" | "2002/0062245" |
"2002/0099600" | "2003/0018501" |
"2003/0171977" | "5541835" | "5710884"
| "5740549" | "5848396" | "5948061" |
"6026369" | "6119098" | "6134532" |
"6216129" | "6236975" | "6240411" |
"6285987" | "6434745" | "6654725" |
"6836773").URPN.

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47	2005/05/05 08:38

Type	Ref #	Hits	Search Text	DBs
48	BRS	S48	0	("2003/0220866").URPN.	USPAT
49	BRS	S49	362	S47 and "705"/.ccls.	USPAT
50	BRS	S50	185	S49 and @py<"2002"	USPAT
51	BRS	S51	34	("5937392").URPN.	USPAT
52	BRS	S52	8	("5053955" | "5319455" | "5321604" | "5347632" | "5392066" | "5412416" | "5446919" | "5717923").PN.	US-PGPUB; USPAT; USOCR
53	BRS	S53	5	adknowledge	US-PGPUB; USPAT; USOCR
54	BRS	S54	2	("5948061").PN. OR ("6591248").URPN.	US-PGPUB; USPAT; USOCR
55	BRS	S55	2	("5,708,782" "5,956,693").pn.	US-PGPUB; USPAT; USOCR
56	BRS	S56	781	("5,794,207" "5,796,952" "5,948,061" "5,937,392" "5,991,740" "6,006,197" "6,026,369" "6,073,241")	US-PGPUB; USPAT; USOCR
57	BRS	S57	8	("5,794,207" "5,796,952" "5,948,061" "5,937,392" "5,991,740" "6,006,197" "6,026,369" "6,073,241").pn.	US-PGPUB; USPAT; USOCR
58	BRS	S58	0	adsmart	US-PGPUB; USPAT
59	BRS	S59	19	flycast	US-PGPUB; USPAT
60	BRS	S60	0	("2002/0194215").URPN.	USPAT

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48	2005/05/05 08:51
49	2005/05/05 08:51
50	2005/05/05 08:51
51	2005/05/05 08:57
52	2005/05/05 09:19
53	2005/05/05 09:19
54	2005/05/05 09:22
55	2005/05/05 09:24
56	2005/05/05 09:24
57	2005/05/05 09:24
58	2005/05/05 09:35
59	2005/05/05 09:35
60	2005/05/05 09:36

Type	Ref #	Hits	Search Text	DBs
BRS	S61	12	adforce	USPAT
BRS	S62	6400	response adj rate	US-PGPUB; USPAT
BRS	S63	243	S62 and "705"/.ccls.	US-PGPUB; USPAT
BRS	S64	43	S63 and @py<"2002"	US-PGPUB; USPAT
BRS	S65	1077	statistical near sampling	US-PGPUB; USPAT
BRS	S66	1	S65 same (group near size)	US-PGPUB; USPAT
BRS	S67	14	S65 and bayesian	US-PGPUB; USPAT

	Time Stamp
61	2005/05/05 09:36
62	2005/05/05 12:12
63	2005/05/05 12:12
64	2005/05/05 12:12
65	2005/05/05 15:12
66	2005/05/05 15:13
67	2005/05/05 15:13